

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Town Hall, Conference Room C
March 17, 2014
4:15 PM**

MINUTES

Present: George Jones (Chair), Sally Doyen, Dennis Heffley, June Krisch, Shamim Patwa, Bruce Stave

Staff: Cynthia van Zelm

1. Call to Order

George Jones called the meeting to order at 4:20 pm.

New Committee member Bruce Stave and Committee members introduced themselves.

2. Approval of Minutes from February 10, 2014

Shamim Patwa made a motion to approve the minutes of February 10, 2014. Dennis Heffley seconded the motion. The motion was approved.

3. Update on Storrs Center

Cynthia van Zelm said a zoning permit application was being finalized for the Phase 2 (Wilbur Cross Way) phase of Storrs Center.

She said the plans for Phase 3 (the for-sale residential) were also underway and the market would be tested at a public meeting hosted by master developer LeylandAlliance in early April.

Ms. van Zelm said work will begin again on the town square with the stone walls starting this week.

Ms. van Zelm said the Price Chopper grocery store is still planned to open this summer.

4. Update on Renewals/Follow-Up Calls

Ms. van Zelm said 2nd letters had just gone out to members who had not renewed their 2013 membership.

Ms. van Zelm will prepare a generic e-mail for members to send out to solicit renewals. It will include a link to the membership form on the web as well as the actual form. Ms. van Zelm will send the list of members who have not renewed by the end of March for Committee follow-up.

Ms. van Zelm said she is working on sending out a letter to the current Storrs Center businesses to solicit them as members.

5. Review of Membership Dues

Mr. Jones said he had been approached to review again the amount of a proposed increase in membership dues. The Committee had originally proposed an increase from \$15 to \$20. Any increase needs to be approved by the Partnership membership.

Sally Doyen made a motion to recommend to the Board of Directors that the Board propose to the Partnership membership that individual membership dues be increased from \$15 to \$25. Ms. Patwa seconded the motion. The motion was approved with June Krisch voting "no."

6. Member Event – Speaker, Location, Budget

Mr. Jones reminded the Committee that it had suggested holding a member event for members who give at the patron (\$200) level or above. The Committee tentatively chose May 21 or May 22 for the event. Mr. Jones was going to look into using the new Ballard/UConn Co-op performance space.

Ms. van Zelm will follow-up on a potential speaker.

7. Adjourn

Ms. Patwa made a motion to adjourn. Ms. Krisch seconded the motion. The meeting was adjourned at 5:35 pm.

Minutes taken by Cynthia van Zelm.